

18047-3 Chrono

25 November 1974


MEMORANDUM FOR: Deputy Director for Administration
SUBJECT : Attitude Surveys Workshop

Jack:

1. I started to discard the attached brochure which I received at home the other day when names like Marchetti and Agee crossed my mind. While employees with problems like theirs hopefully are rare and extreme cases, I have the intuitive feeling that perhaps in CIA we do have an incipient attitudinal problem arising out of the Vietnam aftermath, the Watergate "thing," misperception of the Director's attention to the "Community," and budgetary cutbacks. These can create negative motivational factors among employees which we have never faced before particularly if misconceptions are rampant.

2. Perhaps you would consider it useful to send a couple of personnel researchers to this workshop and then decide whether some sort of attitude survey might not reveal interesting data about our employees. I have the feeling it would but it would take professionally trained people to design, conduct, and assess the meaning of the results. (I have no information on the reputation of this outfit.)

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Administrative Officer, DCI

Attachment:
Attitude Survey Workshop -
David Sirota Associates

MORI/CDF